



'71 Chevelle. How do you change America's most popular mid-size car?

Very carefully. You'd be surprised at all the advice we get.

Some of it comes from our engineers, our stylists, our safety experts, our dealers, our stockholders.

Even some from people we pay solely for advice: researchers.

But a lot of it comes from you.

There's a lot you've always liked about Chevelle.

However one of the things you wanted for '71 was some new colors. We offer you 13 of them, all brand-new shades.

We contoured a new grille, and front and rear bumpers.

Again, carefully. Very carefully.

Put in new Power-Beam headlights. Single uncluttered units. Simple but effective.

Effective, too, in our drive for clean air is our

new Evaporation Control System. It uses absorbent charcoal to help keep carburetor and gas-tank evaporation out of the atmosphere.

While inside we provide you a new steering wheel with a cushioned center, and new control knobs wrapped in soft vinyl.

The whole idea is to keep Chevelle as popular with you as its price is.

1971. You've changed. We've changed.

Chevelle

14 changes to keep Chevelle from changing hands for a long time.



There's safety in numbers, too. Buckle both your seat and shoulder belts.

Change number **1**, new Power-Beam headlights. **2**, a classically simple new grille with **3**, a new front bumper to match.

4, recessed taillights in rear bumper. **5**, new protective side moldings for Malibu.

6 is new front fender lights. A steering wheel with cushioned center is **7**. **8**, new soft control knobs on energy-absorbing padded instrument panel.

9 and **10**: exhaust emission

control and fuel evaporation control systems.

11, a new side-terminal battery.

New interior and exterior colors are **12** and **13**. **14** is new interior trim for Malibu.

But what Chevelle really adds up to is a lot more car. With a lot of good things that make it more car for your money.

Chevrolet's Chevelle. You can count on it. For a long time.

Chevrolet

19, 20, 23, 27, & 60 fight rust.



Chevrolet's Chevelle.

How do we sell a car that's got so many logical reasons for buying it?

By the numbers.

Chevelle's got all kinds of good ones.

19, for example, is self-cleaning rocker panels. Helps keep rust away from your doors.

Keeping rust away from your outer fenders is 20—inner fenders.

Then, there's 23, the aluminized exhaust system. 27 is hard acrylic lacquer finish. And 60, corrosion-resistant brake lines.

Now how do you buy a car that gives you more for your money? Buy the numbers. Chevelle's.



Remember, buckling your seat and shoulder belts is an idea you can live with.